



ENERGY STAR Appliances: Program Design

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Some Themes from Yesterday



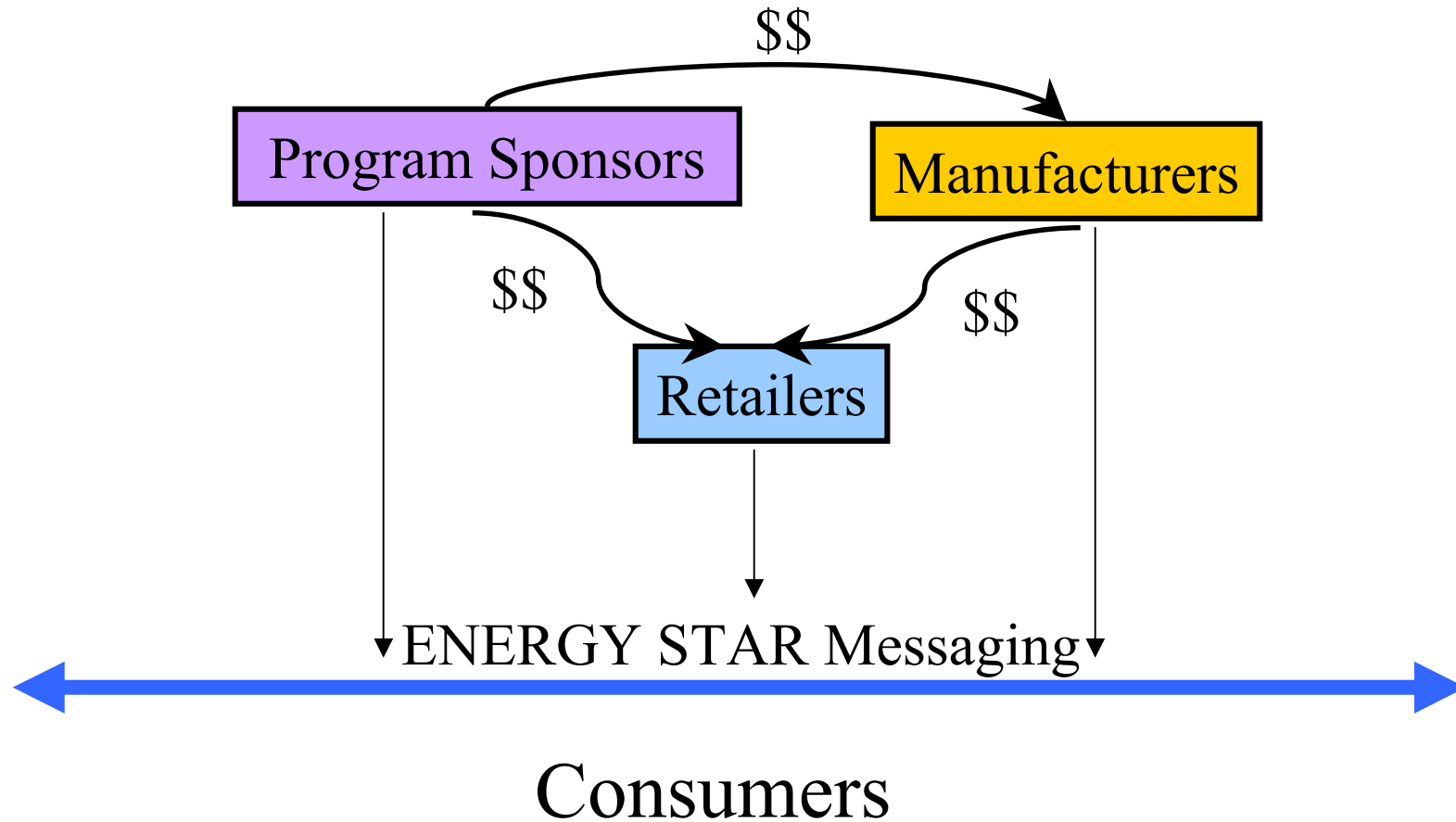
- Regular criteria updates are needed to ensure continued relevance
- Everyone wants more “bang for the buck”
- Rebates still a useful tool, but it may be time to start weaning consumers (rebate addiction)
 - Considering upstream
 - Concentrating on higher “tiers” of efficiency
- Keep it simple: Fewer – Bigger – Better
- Marketing needed as rebates phase out
- Coordination requires discussion & time

Purpose of this Session



- Identify new program approaches that:
 - Target significant savings opportunities
 - Capture the savings cost-effectively
 - Contribute to greater consumer understanding
 - Stimulate cost-sharing among multiple partners
 - Provide value to all Partner types
 - Can be tracked and quantified

Keep it Simple for Consumers



Agenda



- Outline two unique program approaches
 - WECC (cost-shared incentives)
 - NYSERDA (cost-shared marketing)
- Audience discussion

Choosing Priorities for 2006



- What products are of greatest interest?
 - **Clothes washers:** 2007 level models
 - **Refrigerators:** Retire pre-1993 refrigerators, recycling, replacement models
 - **Dishwashers:** Education, increased saturation
 - **Room AC:** Incentives, recycling, outreach

What are you willing to spend money on?

Timing



- What is interest in working on promotions year round?
- What is interest in continuing some type of seasonal appliance campaign?
 - General umbrella
 - Specific call to action

Efficiency Levels



- Are all Partners interested in focusing promotional dollars on the higher-efficiency “tier” of products?
- If so, for which products is this the most important?
- How does the manufacturer tax credit affect this approach for 2006 and 2007?
- Would some basic outreach/support still be provided for all ENERGY STAR qualified products?

Who Gets the Money



- Is it time to start shifting appliance incentive \$ upstream to manufacturers or retailers?
 - **Consumer Incentives:** Mail-in rebate, instant rebate, free delivery/recycling, free gift card, reduced financing rate, free detergent or other item
 - **Marketing:** Ads, displays, events, signage, training, contests, education
- How should EEPS structure cost-sharing programs to encourage manufacturer or retailer participation?
 - Flexibility to select models, timing, method
 - Simple selection and approval process
 - Other?

How to Award the Funds



- Competitive solicitation, RFP
- Open solicitation / Program announcement
 - Eligibility rules
 - Budget caps
 - First-come first-served
- Ad hoc negotiation / reactive

How to Track Results



- With upstream approach, how can EEPS quantify impacts?
 - Sales data
 - Rebate redemption
 - Market share
 - Other?
- Who has the necessary data?

Fostering Coordination



- What can DOE do to help Partners?
 - Appliance Collaborative group
 - E-mail list serve to share opportunities
 - Web site to post opportunities, announcements
 - Other?